

WHAT IS CLAIMED IS:

1. A method for bidding for the products of a provider of said products, the method comprising:

contacting one or more providers of a product within a predetermined area through a first wireless transmission from a user;

initiating a bid for the product with the one or more providers through a second wireless transmission;

bidding on the product by the one or more providers;

and

accepting a lowest bid on the product from one of the one or more providers through a third wireless transmission.

2. The method of claim 1, wherein the contacting step comprises transmitting the first wireless transmission with a code corresponding to the product, wherein any provider of such product that detects the first wireless transmission can participate in the bidding step.

3. The method of claim 1, wherein the initiating step comprises providing a starting bid in the second wireless transmission by the user.

4. The method of claim 3, wherein the first and second wireless transmissions comprise a single message transmission.

5. The method of claim 1, wherein the initiating step comprises providing a starting bid in the second wireless transmission by at least one of the one or more providers.

6. The method of claim 1, wherein the one or more providers comprise at least two providers and wherein the bidding step comprises:

receiving bids from each of the at least two providers to the user through a fourth wireless transmission;

transmitting the lowest of the received bids from the user to the other of the at least two providers through a fifth wireless transmission; and

repeating the receiving and transmitting steps until the lowest bid is accepted.

7. The method of claim 1, wherein the one or more providers comprise at least two providers and wherein the bidding step comprises:

transmitting bids between each of the at least two providers;

transmitting the lowest of the received bids from one of the at least two providers to the other of the at least two providers in a fourth wireless transmission;

repeating the transmitting steps until the lowest bid is accepted; and

transmitting the lowest bid to the user in a fifth wireless transmission.

8. The method of claim 7, wherein the step of transmitting bids between each of the at least two providers is through a wireless transmission.

9. The method of claim 1, wherein the accepting step comprises:

manually indicating acceptance of the lowest bid by the user; and

transmitting the indication of acceptance through the third wireless transmission to at least the provider making the lowest bid.

10. The method of claim 1, wherein the accepting step comprises:

automatically indicating acceptance of the lowest bid by the user upon fulfillment of a predetermined criteria; and

transmitting the indication of acceptance through the third wireless transmission to at least the provider making the lowest bid.

11. The method of claim 1, further comprising transmitting additional information to the user from at least one of the one or more providers to the user during the bidding step.

12. The method of claim 11, wherein the step of transmitting additional information comprises transmitting image data corresponding to the product and further comprising the step of displaying the image data to the user.

13. The method of claim 1, further comprising transmitting additional information to the user from at least one of the one or more providers after the accepting step.

14. The method of claim 13, wherein the step of transmitting additional information comprises transmitting a confirmation from the provider with the lowest bid to the user

confirming that the lowest bid will be recognized by the provider making the lowest bid.

15. A program storage device readable by machine, tangibly embodying a program of instructions executable by the machine to perform method steps for bidding for the products of a provider of said products, the method comprising:

contacting one or more providers of a product within a predetermined area through a first wireless transmission from a user;

initiating a bid for the product with the one or more providers through a second wireless transmission;

bidding on the product by the one or more providers;

and

accepting a lowest bid on the product from one of the one or more providers through a third wireless transmission.

16. The program storage device of claim 15, wherein the one or more providers comprise at least two providers and wherein the bidding step comprises:

receiving bids from each of the at least two providers to the user through a fourth wireless transmission;

transmitting the lowest of the received bids from the user to the other of the at least two providers through a fifth wireless transmission; and

repeating the receiving and transmitting steps until the lowest bid is accepted.

17. The program storage device of claim 15, wherein the one or more providers comprise at least two providers and wherein the bidding step comprises:

transmitting bids between each of the at least two providers;

transmitting the lowest of the received bids from one of the at least two providers to the other of the at least two providers in a fourth wireless transmission;

repeating the transmitting steps until the lowest bid is accepted; and

transmitting the lowest bid to the user in a fifth wireless transmission.

18. A computer program product embodied in a computer-readable medium for bidding for the products of a provider of said products, the computer program product comprising:

computer readable program code means for contacting one or more providers of a product within a predetermined area through a first wireless transmission from a user;

computer readable program code means for initiating a bid for the product with the one or more providers through a second wireless transmission;

computer readable program code means for bidding on the product by the one or more providers; and

computer readable program code means for accepting a lowest bid on the product from one of the one or more providers through a third wireless transmission.

19. The computer program product of claim 18, wherein the one or more providers comprise at least two providers and wherein the computer readable program code means for bidding comprises:

computer readable program code means for receiving bids from each of the at least two providers to the user through a fourth wireless transmission;

computer readable program code means for transmitting the lowest of the received bids from the user to the other of the at least two providers through a fifth wireless transmission; and

computer readable program code means for repeating the receiving and transmitting steps until the lowest bid is accepted.

20. The computer program product of claim 18, wherein the one or more providers comprise at least two providers and wherein the computer readable program code means for bidding comprises:

computer readable program code means for transmitting bids between each of the at least two providers;

computer readable program code means for transmitting the lowest of the received bids from one of the at least two providers to the other of the at least two providers in a fourth wireless transmission;

computer readable program code means for repeating the transmitting steps until the lowest bid is accepted; and

computer readable program code means for transmitting the lowest bid to the user in a fifth wireless transmission.

21. A wireless communication device comprising:

means for contacting one or more providers of a product within a predetermined area through a first wireless transmission; and

means for accepting a lowest bid on the product from one of the one or more providers through a second wireless transmission.

22. A method for receiving product information from a provider of a products, the method comprising:

contacting one or more providers of a product within a predetermined area to request product information through a first wireless transmission from a user;

receiving the product information from at least one of the one or more providers in a second wireless transmission to the user.

23. The method of claim 22, further comprising displaying the product information from the at least one provider.